

# The DALLAS Magazine

Official Publication of the Dallas Chamber of Commerce

**Volume 10, No. 12    DECEMBER, 1931    Price, 15 Cents**



***In This Issue:*** DALLAS MARCHES TO A NEW DESTINY  
REPORTS OF INDUSTRIAL, TRADE EXTENSION,  
AGRICULTURE DEPARTMENTS AND INDUSTRIAL DALLAS ♦ DIRECTORS YEAR 1931  
DEPARTMENTAL REPORTS ♦ EDITORIALS ♦ A TWELVE MILLION DOLLAR INDUSTRY



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Files crowded with old, seldom-referred-to records and correspondence are "frozen assets". By periodically transferring old records to "Y and E" Steel Transfer Cases the need for purchasing new files is very often eliminated.

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an ingenious interlocking arrangement allow the stacking of these cases from floor to ceiling. . . . Easy drawer operation is assured by two steel rollers on the front of each drawer, and by the

rigid construction of the units themselves. . . . Closed sides keep out dust and rodents. . . . Extra large label holders and comfortable drawer pulls make reference easy. . . . *And yet, the cost is surprisingly low.*

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# A Great 24 Day Opportunity for Dallas Business Men!

**T**HIS year the twenty-four day interval preceding Christmas presents hundreds of Dallas business men with a golden sales opportunity — an opportunity far greater than usual because of the following facts:

Almost 70,000 of your customers' homes in Dallas now rely upon electric service. This service now comes to these homes at the low average cost of 8 1/3c per day. Influenced by times which call for intelligent economy, these people are turning more and more toward 100% utilization of electric service to perform every possible duty — because by so doing they take full advantage of the money-saving "6-4-2 Economy Rate" applying to electric service in homes throughout Greater Dallas.

With almost every home in Dallas able to achieve this economy and with almost every householder conscious of this opportunity to save money and live better — there is today a tremendous local market for electrical appliances and the additional wiring, convenience outlets, etc., that go with more complete use of electrical economy.

A hundred thousand of your potential electrical merchandise customers in Dallas are more inclined to buy electrical appliances and service extension facilities now than ever before. They know that newer

and better and more economically operated electrical devices are now selling at prices lower than in many a day — lower probably than in many a day to come — and priced specially to induce volume sales as Christmas Gifts.

## *Attention, Dallas Electricians, Electrical Contractors, Architects and Builders.*

Whenever you contribute to the repairing, remodeling or new building of a Dallas structure of any kind for any purpose, bear in mind that the engineering service of the Dallas Power & Light Company furnishes gratis every type of expert specialized consulting assistance that you may wish—as a supplement to your own thinking—from a clearing house of all electrical problems and their varied solutions. Capitalize on this. It is not for sale to anyone. Yet it can prove a valuable adjunct to your own vital service.

*Phone 2-9321*

This December hundreds of merchants throughout Dallas will display and feature more items of electrical merchandise than in previous years — and many who have not presented such lines will offer them to their customers for the first time.

This year put a real selling effort behind that part of your business which ties in with the definite trend to 100% use of electric service in the home.

Flood the interior of your store with light that sells merchandise — spotlight your windows for selling the man on the street — floodlight the front of your establishment to identify your location to the rolling

market. Canvass your neighborhoods for wiring extensions and to uncover prospects for ranges, refrigerators, water heaters, washers, yard lighting and Christmas decorative illumination.

Since 1913 the cost of living has gone up about 50% — the cost of electric service has gone down at least 30%. This December will bring big benefits to the Dallas merchant who sells any accessory or merchandise suitable as an Electrical Christmas Gift.

## ATTENTION-MERCHANTS

Your power company offers you free the services of specialists competent to advise and eager to assist you in any problem concerning the INDUSTRIAL, COMMERCIAL and RESIDENTIAL application of electric service. Let them help you capitalize upon the opportunity presented by this pre-Christmas selling season. PHONE 2-9321.

# Dallas Power & Light Company

Let Us Be The FIRST To Wish You

*"More than a Merry Christmas"*

Just as We Were FIRST To Guarantee You

*"More than Satisfaction"*



For eleven years we have been living up to our slogan,

*"More than Satisfaction"*

We guaranteed that eleven years ago; we've been guaranteeing it ever since; we still guarantee it and we are going to keep right on giving

*"More than Satisfaction"*

We guarantee that Santa Claus is coming on Christmas Day and hope he is generous to you and yours.

*Harper Standard Engraving Co.*

JACK HARPER, Manager

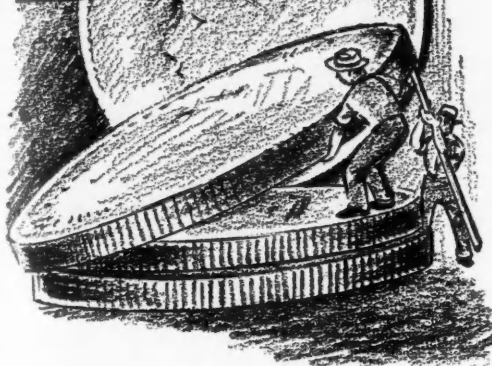
1615 Royal Street

P. O. Box 1016

Dallas, Texas



# BIG DOLLARS!



**BUILD ECONOMICALLY . . . .  
LOW COST OF LAND, LABOR AND  
MATERIALS MAKE DOLLARS BIG**

In 1921 values in Dallas were considered to be low. \$5,000 invested in a home would have bought a frame cottage in a good neighborhood. The house would have had seven rooms, a single bath, all modern improvements and a double garage.

In 1929, \$5,000 spent for a home would only have built a five-room frame cottage in the same class of neighborhood. Extra features, decorations and conveniences would have had to be eliminated. And the garage could only have been for one car.

*Now what will \$5,000 buy in 1931?*

First, a lot in the same neighborhood will cost less than either 1921 or 1929. The house can be *brick veneer*. You can have an extra bedroom. A second bath can be added. The double garage can be restored, a servant's house included and the yard landscaped!

*Big Dollars?* More than that. They are the *biggest* dollars since 1913!

Use those *Big Dollars* to buy and build the character of structure which you need. Ask the firms listed on this page to help you. They will contribute their knowledge and experience to assist in getting more than your money's worth.

## FIRMS COOPERATING IN THIS CAMPAIGN

### Abstracts

**Stewart Title Guaranty Co.**  
1221 Main Street — 2-8491

### Architects

**E. C. Smith & Sons**  
513 Construction Building — 2-5504

### Brick and Roofing Tile

**Fraser Brick Company**  
Central Bank Building — 2-1414

### Cement

**Lone Star Cement Co. Texas**  
1401 Santa Fe Building — 2-1486

### Concrete and Building Materials

**Penniman Concrete & Mat. Co.**  
3000 Junius Street — 3-2121

### Flowers, Decorating,

### Landscaping

**Lang Floral & Nursery Co.**  
1214 Main Street — 2-2484

### Home Furnishings

**Hart Furniture Company**  
1933 Elm Street — 7-3056

### Insurance

**A. C. Prendergast & Company**  
Agent—Travelers Insurance Co.  
Republic Bank Building — 7-8261

### Loans

**J. W. Lindsley & Company**  
1209 Main Street — 2-4366

### Lumber

**Griffiths & Company**  
918 S. Lamar Street — 7-3153  
**Robinson-Brewington Lbr. Co.**  
2021 McKinney Avenue — 2-9021  
**Temple Lumber Company**  
2508 S. Harwood — 4-5191

### Plumbing Fixtures and Supplies

**Standard Sanitary Mfg. Co.**  
1200 Jackson Street — 2-6466

### Real Estate

**J. W. Lindsley & Company**  
1209 Main Street — 2-4366

### Structural Steel

**Mosher Steel & Machinery Co.**  
5209 Maple Avenue — 5-2161

### Title Insurance

**Stewart Title Guaranty Co.**  
1221 Main Street — 2-8491

### Utilities

**Dallas Power & Light Company**

**"BUILD WHILE CONSTRUCTION COSTS ARE LOW"**

# GOOD BANKING

Many things in succession have brought opportunity to Dallas . . . COTTON . . . RAILROADS . . . OIL . . . but behind our commercial progress there has been one constant, constructive power—the helpful financial power of such banking institutions as the DALLAS BANK & TRUST COMPANY.

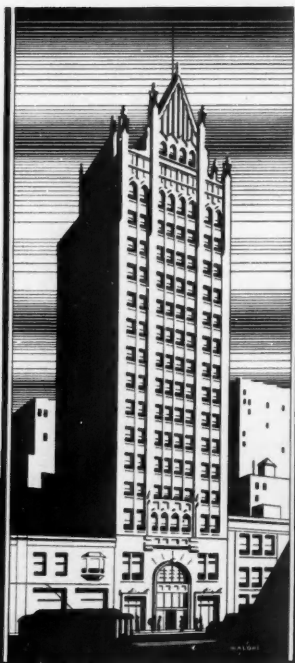
*Business firms and individuals are invited to discuss their banking problems with our officers.*

Resources Over  
12 Million Dollars

Established  
1903

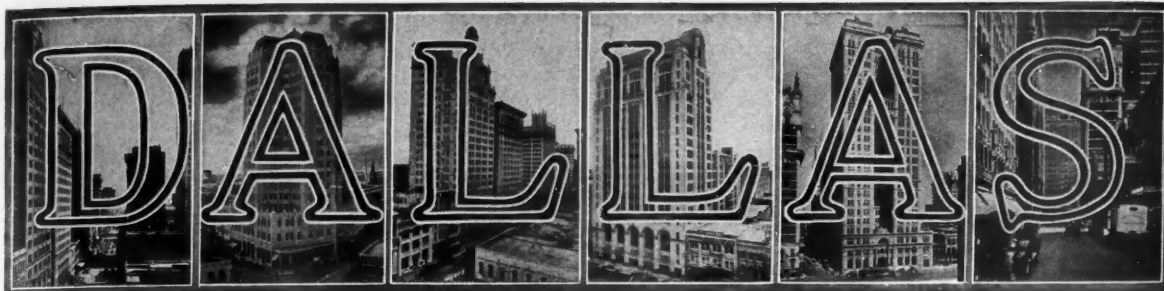
Main Street at

Stone Street



DALLAS BANK & TRUST CO.





OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

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Volume 10

DECEMBER, 1931

Number 12

# Dallas Marches To A New Destiny

By ARTHUR L. KRAMER  
President, Dallas Chamber of Commerce

**I**N PRESENTING a resume of the activities of the Chamber of Commerce for the year 1931, I have purposely avoided all statistical data. Complete information pertaining to any division of the Chamber may be had by a reference to the reports of the various departments. I wish, however, to mention and comment briefly upon those things which have had an important influence either upon things already accomplished, or which are in the process of development and future accomplishment.

## Ten-Year-Plan Committee

In my annual report last year I ventured to suggest the advisability of a ten-year plan for Dallas. The directors, at a subsequent meeting, authorized the appointment of a committee to carry this suggestion into effect. Such a committee was duly appointed, with Mr. Paul Carrington as chairman. This committee has been for several months completely organized and through its various sub-chairmen and sub-committees is giving serious study and consideration to many problems, the solution of which is of serious importance to the city and its welfare. In due time the report of this committee will be completed and it is a reasonable assumption that from it will result a vast amount of timely and orderly development.



Arthur L. Kramer

## Manager-Council City Government

It is generally conceded that perhaps the most important event during the year was the adoption of the manager-council form of government to administer the City's affairs. The Chamber of Commerce takes pride in having been active and serviceable, not only in the campaign for adopting the plan, but in selecting the men who consented to serve as members of the Council. Too much cannot be said

of their unselfish devotion to their city and of their willingness to serve at so critical a period of its history. The great benefits which were expected to follow are already apparent and it seems safe to assume that Dallas will enjoy liberal dividends from her investment in this new form of municipal government.

## Aviation

Upon the advice and solicitation of the Aviation Committee of the Chamber of Commerce a bond issue of \$300,000 for the improvement and enlargement of Love Field was submitted to the voters of Dallas and approved by them. The bonds have been sold and the money is now being spent. The result will be an airport enjoying the highest possible government rating and one commensurate with the importance of Dallas as the fifth largest air center in the United States.

## Trinity Canalization

Much has been accomplished during the year to further the plans of canalizing the Trinity River from Fort Worth to the Gulf—the most important, perhaps, of all projects involving the future growth and development of Dallas. There is every reason to anticipate an early and favorable report from the United States Government engineers and that reasonably soon thereafter the waterway will become an accomplished fact, assuring to Dallas and the entire Southwestern territory the



tremendous commercial and industrial advantages that will necessarily follow.

#### Highways

No greater adjunct to the continued growth and prosperity of Dallas can be conceived than the development and maintenance of the highways leading into the City. From the report of the Highway Committee you will observe that practically all of the heretofore existing gaps have been permanently paved and Dallas now enjoys an excellent road system in every direction. Effort will be concentrated during the coming year on the widening of the present road between Dallas and Tarrant County and the construction of a by-pass at some convenient point to the Commerce Street viaduct, which will to a large extent relieve the present congestion and greatly encourage an increasing commerce to and from the West.

#### Highland Park-Dallas Merger

The Chamber of Commerce has for several years recognized that a merger of the municipalities of Highland Park and Dallas would be of inestimable value to the future welfare of both cities and an essential factor in their orderly develop-

ment. To this end a most conscientious and energetic committee, headed by Edward T. Moore, has negotiated with the city administration a contract and proposed ordinance which guarantees to the residents of Highland Park every advantage they now enjoy and in addition thereto the added security of the combined resources and intelligence of the two communities. In all probability the question of a merger will be submitted to the voters of both cities at an early date and it is earnestly hoped that this challenge to the loyalty and patriotism of two communities bound together by a common interest and heritage will be favorably answered.

#### Oil Well Supply Company

A significant addition to the City's industrial group is the recent acquisition of the Oil Well Supply Company, which will move from Pittsburgh to Dallas on January 1st next. The location here of this giant industry is a credit to the efforts of Industrial Dallas to focus the eyes of the nation upon the advantages of Dallas, and is a conspicuous recognition of Dallas as the center of the oil industry of the nation. Those concerns which, under the present unfavorable conditions of sup-

ply and demand, are diverting this latent wealth from its hidden depths into the channels of commerce and enriching thereby countless thousands, are entitled to our most kindly and sympathetic consideration and should under no circumstances be embarrassed or prosecuted for technical or trade practices recognized as legitimate and desirable by economists and those directly charged with the protection and preservation of natural resources.

#### Conclusion

The year through which we have passed has been a most trying one for businesses of every nature, but that is now past history. I think it can be said with equal truth that a change has taken place and that there are many indications which point to more favorable conditions and a gradual return to a period of normal prosperity.

The Dallas Chamber of Commerce welcomes this opportunity for greater service and pledges to its membership and the citizens of Dallas and the great Southwest a renewal of its most earnest efforts for their continued prosperity and happiness.

ARTHUR L. KRAMER, President.

## Reports of Industrial Department, Trade Extension Department, Agricultural Department and Industrial Dallas

**T**HE year 1931 was one of general business curtailment rather than expansion, and considering that fact the record of new concerns established during the year, and of branches of sectional and national concerns secured, was far ahead of expectations.

The Industrial Department's records show that during the first ten months 876 new businesses of all kinds located in Dallas, as compared with 660 for the same period in 1930 and with 778 for the entire twelve months of last year. During the ten-month period 203 sectional or national concerns established facilities in Dallas, as compared with 213 for the same period in 1930 and with 241 for the entire year 1930.

The increase in total new businesses this year as compared with last is due largely to the number of oil companies organized in Dallas or moving here from other cities. Of the 876 new businesses established, sixty-four are classified as manufacturing, 190 as wholesalers or distributors, 224 as retail, 156 as oil and supply companies, and 242 as miscellaneous.

Following is a partial list of sectional

or national concerns that established facilities in Dallas during 1931, showing the nature of these facilities and the local address:

Accurate Parts Manufacturing Company, Cleveland, O.; sales and distribution facilities, 1905 Canton St., Harry C. McDermott, District Manager.

Aetna Fire Insurance Company, Hartford, Conn.; moved Farm Department from Oklahoma City, established office Republic Bank Bldg.

All Silk Corporation, Chicago, Ill.; established office 630 Wilson Bldg., E. S. Munro, Southwestern Sales Manager.

Allied Business Corporation Shares, Inc., New York; established office 509 Magnolia Bldg., Edward K. McLaughlin, Representative.

American Asphalt Paint Company, Chicago, Ill.; warehouse 2508 South Harwood Street.

American Circular Loom Company, Inc., New York, N. Y.; office 212 Construction Bldg.

American Hat Company, Norwalk, Conn., named S. G. Davis Southwestern representative.

American Printing Company, Fall River, Mass. (cotton goods); office 307 Wholesale Merchants Bldg.

American Rolling Mill Company, Middletown, Ohio, office 1110 Santa Fe Bldg., Max B. Gebauer, Manager.

American Safety Table Company, Reading, Pa., cutting tables, established sales and distribution facilities through Dallas Sewing Machine & Equipment Company.

Amerlux Steel Products Company, New York, N. Y., H. E. Smith, sales representative, 604 North Texas Bldg.

Amiesite Company of Texas, 1003 Republic Bank Bldg., organized by local interests to handle Amiesite paving for Texas, made by Amiesite Company of Philadelphia, Pa.

Arlington Paint & Varnish Company, Canton, Ohio, established distribution facilities in Dallas through Sewall Paint & Glass Company.

Athey Company, Chicago, Illinois (weather strips), office Burt Bldg.

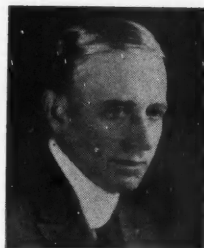
Automatic Canteen Co., Chicago, Ill.

(Continued on page 20)



# DIRECT

DALLAS CHAMBER  
FOR THE



Nathan Adams

# TORS

OF COMMERCE  
YEAR 1931



Geo. Waverley Briggs



J. W. Carpenter



F. F. Florence



W. A. Green



T. E. Jackson



Arthur L. Kramer



Porter Lindsay



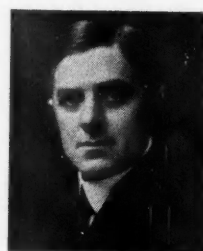
A. M. Matson



Frank L. McNeny



Chas. R. Moore



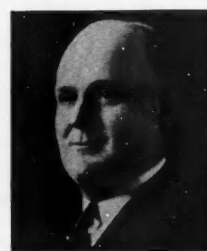
E. T. Moore



H. C. Morris



W. S. Mosher



C. L. Norsworthy



H. A. Olmsted



Harry L. Seay



Hugo Schoellkopf



R. L. Thornton



Geo. S. Watson



R. W. Van Valkenburgh

# « CHAMBER OF COMMERCE »

## Retail

With Eli Sanger as president and with a Board of Directors of twenty-one, representing all major lines, the Dallas Retail Merchants Association has handled many matters of chief importance to retailers and also has taken a most active part in affairs beneficial to the city as a whole. Two special committees, with E. P. Simmons as chairman of each, are working on movements to keep all possible local trade in proper retail channels. A strong division of the Association is carrying out a campaign to lessen the return goods practice. A "Downtown Day", a "Straw Hat Day", and other special events have been put on by special groups or committees of the Association. Otto Lang was chairman of the committee in charge of the annual Christmas Parade, to stimulate the holiday spirit and promote earlier buying, and the Association aided the movement for a suitable decorated and illuminated business district in advance of and during the Christmas season.

An exceptionally large and successful goodwill trip to Tyler was handled under the direction of James K. Wilson Goodwill for Dallas at nearby fairs was furthered by automobile caravans to Gainesville, Greenville, Mesquite, McKinney, Denton, Kaufman, and Mineral Wells, with Otto Lang as chairman. W. A. Green was chairman of the committee in charge of summer and holiday closing agreements. Action on several legislative matters affecting retailers was taken by a committee of which Harold Volk is chairman. Further study of plans to secure better street lighting for the downtown district was made by a committee of which Herman Philipson is chairman. Homer Groves was chairman of the committee to co-operate on paint-up and clean-up campaigns and Gus Roos of the Committee directing seasonal special sales. The second annual award was made during the year in the contest for most attractive new and remodeled store fronts in the downtown district.

Meetings of the Board of Directors have been held monthly, save during mid-summer, and several special meetings have been called when matters affecting the welfare of the retailers made this necessary. The annual meeting of the Association, which includes all retailers

(Continued on page 28)

## Financial and Membership

The operation of the Chamber for the year 1931 as compared to 1930 will show a very gratifying result to the Officers, Directors and Membership.

At the beginning of the current year we carried over from previous years a deficit which was caused principally by the expense of an addition of one floor to the building in the Fall of 1929 and the expense of dismantling a government hangar at Little Rock, Arkansas, the removal of the same to Hensley Field and re-erecting at that point—this being done the latter part of last year.

Regardless of the fact that our revenues will probably show a decrease of 11 per cent over the year 1930, by effecting strict economy in the handling of the Chamber's funds we will be able to decrease our expenses approximately 18 per cent. On account of this saving we should reduce the deficit carried over at the beginning of the current year.

The books and accounts of the Chamber are audited semi-annually by one of our member accountant firms.

During the early part of the year we handled the detail work under the direction of Mr. R. L. Thornton, President, in connection with refinancing Industrial Dallas, Inc., national advertising fund.

During the year just closed we have made certain substantial improvements to the second floor of the building, including the Committee Room.

Field representatives, Membership-Service Department, made 5628 calls on prospective members, members resigning and new firms and in spite of existing conditions the early part of the year secured new members in numbers to partially offset our decrease in revenue. We will show at the end of the year 93 per cent of dues and subscriptions assessed collected.

We compiled and carried in the April issue of magazine *Dallas* a classified business directory of our membership.

Handled reservations and assisted at various dinners and luncheons given by the Chamber of Commerce and others, with whom we cooperated.

During the past year there were 608 meetings of Committees, etc., held in the

(Continued on page 16)

## Aviation

In 1930, the Aviation Committee of the Chamber of Commerce went before the City Commissioners of Dallas and asked them to call a Bond Election of \$300,000 for improving Love Field and buying additional land. This bond issue was carried and bonds have been sold and work started as outlined by the Aviation Committee. Several major improvements that this committee asked for are:

1. The securing of ninety additional acres of land. We assisted in getting an appraisal of this property. The city should have possession of the land by January 1st, 1932.
2. Not less than four hard-surfaced runways. A conference was held with the City Officials as to the kind of runways to be constructed. The contract has been let for these runways and they will be completed about December 15th.
3. A new drainage system. Underground drainage has been completed for the entire field.
4. A hard-surfaced ramp. This has been constructed the entire length of hangar row. This is 76 feet wide and 3000 feet long. Gravel has been spread between the hangar drive and this ramp and is to be covered with oil. The City of Dallas has let a contract for a metal fence between the driveway and the ramp.
5. Installation of flood lights. A committee is now working on specifications for a flood lighting system and the City has agreed to get the lights installed at an early date.

The National Air Transport Division of United Air Lines, Inc., has started construction of a \$75,000 steel and brick hangar which will be completed about January 1st, 1932.

The Aviation Department was instrumental in the removal of the Government radio tower and two water towers adjacent to the field.

A large amount of fire-fighting equipment has been added at Love Field during this year.

Steps are now being taken to beautify Love Field by placing of shrubbery adjacent to all hangars.

(Continued on page 28)

# DEPARTMENTAL REPORTS »

## Wholesale

The Wholesale Merchants Association through its various activities greatly assisted its members through the trying period of 1931. Due to the credit situation and other economic factors Dallas naturally lost the volume of many small retailers. To supplant this loss larger retailers, both locally and from over the Southwest Territory, were attracted to this Market for the first time. Many large retailers have measured this Market and it has not been found wanting.

Merchandise from the Dallas Market has public acceptance in every state in the Union and in foreign countries. Dallas is successfully competing with every major Market of the United States. The fact that Dallas does almost 50% of the entire amount of wholesale business done by all other Texas cities combined is a tribute to the pioneer leadership of Alex Sanger, L. O. Daniel, W. J. Kinsella and others.

The mailing list of merchants has been revised during the year and it now contains the names of 15,688 retailers. During the year 15 direct-by-mail broadsides were used. The total list of distribution of these broadsides amounted to 364,000. Newspaper advertising amounted to 14,064 lines. 32 pages of trade publication space was used. All of these advertising mediums resulted in the promotion of sales for the Market.

The refund of railroad fares was still a major activity throughout 1931.

The 1931 Good-Will Tour was under the able leadership of C. L. Norsworthy. For seven days 67 Dallas business men carried the message of Dallas to 67 cities over a distance of 1,767 miles. The itinerary covered Central, South, East Texas and through the Magic Rio Grande Valley. This Good-Will Tour was productive of results to Dallas wholesalers in the volume of increased business from the territory covered.

The trip to Lubbock for the West Texas Chamber of Commerce Convention was sponsored by the wholesalers. Over 100 Dallasites attended this great Convention.

Six presentations of the Southwestern Style Show were shown. A total of 26,000 at these presentations shows conclusively that this is a meritorious activity

(Continued on page 18)

## Conventions

Delegates and visitors at approximately 395 conventions, sales conventions and similar gatherings left more than \$2,000,000 in new money in Dallas in 1931. The State Fair, with its attendance of some 10,000 more than the 1930 State Fair, and of which several hundred thousand are out-of-town visitors, is not included in the estimate.

Among national gatherings held here were: The American Bottlers of Carbonated Beverages, meeting in Texas for the first time, the Mortgage Bankers Association of America, the National Pecan Association, National Drainage, Conservation and Food Control Congress, Phi Sigma Fraternity, Red Cross of Constantine, National Amateur Athletic Union Girls Basketball Tournament, Supreme Senate of the Praetorians, National Manufacturers of Soda Water Flavors, National Oil Mill Superintendents Association, Crown Manufacturers of America and National Aid Life Association. Scores of important and valuable Western, Southwestern, Southern and State meetings augmented the list and the balance were of a district nature.

Even greater than the direct financial returns is the fact that convention visitors cannot fail to be impressed by Dallas and will give the city valuable publicity among their friends. As a result of conventions, Dallas has secured many thousands of lines of helpful publicity in class and trade publications and newspapers that will react favorably for the city. In the case of the American Bottlers of Carbonated Beverages alone the Chamber of Commerce has received copies of magazines carrying stories and pictures of Dallas that, at their regular advertising space rates, would have exceeded \$75,000.

Conventions here are valuable, furthermore, in that they enable people of this city and section to benefit from the dissemination of new ideas and receive a stimulus from direct contact with national leaders. Many delegates and visitors attend conventions by automobile, spending money along the highways enroute, thus benefiting other portions of the State and Southwest as well. A large percentage of convention visitors are business men, and frequently at a convention they make new buying connections in Dallas. Also the type of people who attend conven-

(Continued on page 29)

## Transportation

The transportation Department has been very busy during the year 1931, activities are slightly below those of 1930 and 1929, most of our activities show increase over those years. Generally speaking, the Department has been more active in 1931 than in either of the two previous years. A general outline of our major activities is shown below:

**Rate Quotations:** Telephone quotations for the year totaled 15,879 and mail quotations 8,507, making a grand total of 24,386 quotations.

**Route Quotations:** Information as to routes to interstate points and inland points not shown in our Routing Circular totaled 669.

**Mail:** A total of 20,074 letters were mailed out by this Department during the year. This is an increase of 5,748 over last year, and is greatly due to the many changes in transportation services from Dallas to points in the trade territory.

102 Routing Circulars, showing the preferred L. C. L. merchandise routings out of Dallas to all points in the Southwest, were mailed out to shippers. Approximately 5,500 supplements to our Routing Circular No. 5, showing the numerous changes and improvements in service, were mailed out to shippers during the year.

A Dallas Motor Freight Guide, showing the motor routings from Dallas to approximately 1,700 points in the Southwest, published by the major Dallas motor lines, was turned over to this Department during the latter part of the year, so that we could supply those who called for same. 78 copies of this guide have been distributed to shippers calling.

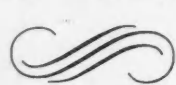
**General Information:** Calls for information as to changes, other than rate, and general transportation information, totaled 2,017, an increase of 573 over last year.

**Tariffs and Supplements:** 50,172 tariffs and supplements were received and filed during the year, as compared to 30,402 in 1930.

**Meetings, Transportation Committee:** 21 regular and special meetings were held by the Transportation Committee during

(Continued on page 18)





# EDITORIALS



## To All Members

I feel justified in taking this opportunity to pay tribute to the staff and employees of the Chamber, all of whom have done their jobs in an efficient and capable manner and who do not always get the public recognition to which they are entitled.

They are indeed loyal, and as proof of this loyalty there was not uttered one complaint when it became necessary to reduce salaries and at the same time increase their work. I wish to frankly acknowledge my obligation and appreciation to them, and feel fortunate in being associated with each member of the organization.—*J. Ben Critz.*

## A Historic Year Passes

Another year in the growth and expansion of Dallas is coming to a close. The results accomplished by the Chamber during this year are shown briefly by the reports in this issue, and if we will stop and carefully analyze these reports and check back over the things that have happened and the many activities that have taken place, we believe that much will be found to be thankful for and that it has been an extremely satisfactory year regardless of the strenuous and unusual times through which we have been passing.

Your President, Executive Committee and Board of Directors have given unselfishly and tirelessly of their time, energy and ability to the welfare of Dallas in all its different phases and have acted in all sincerity at all times.

The Chamber staff and employees have experienced a very strenuous year, but an interesting one. They have demonstrated their loyalty under trying circumstances.

So we wish to express our appreciation of the fine support and co-operation that we have received from our splendid membership. We are indeed blest with a membership of forward-looking, intelligent, aggressive and courageous men.

Thus the Dallas Chamber of Commerce faces the future with confidence and faith.

## Success-- A Definition

What, after all, is success? To some it is power; to some riches; while to others, the acclaim of their fellowman. Whatever it may be, to acquire it requires an indomitable ambition, patience, perseverance, and many sacrifices. It is necessary to face and overcome adversity. In fact, few men have ever been successes who have not met and overcome adversity. It is the great purifier and developer.

It is natural for all of us to desire to be leaders. It is good for us to want power, riches and the acclaim of our fellowman, but how we accomplish these things is the important matter. If we can accomplish them without ruining any fellowman or losing our own honor and self-respect, all well and good—and it can be done without such loss.

It is true that many have a big advantage over others,

as those whom nature has blessed with a personal charm and attractiveness have quite an advantage in this continuous struggle.

But after all does the attainment of power and riches alone bring success? Not always, for we are only successful when we have attained greatness, and all the power and riches in the world cannot bring greatness.

What constitutes a great man? He is one who realizes his abilities, but is truly modest and frankly admits his weaknesses and mistakes; as a result of his sincerity and frankness receives, and holds, the respect and confidence of his fellowman. Who has the courage of his convictions regardless of results, for surely courage and sincerity are two absolutely necessary attributes of a great man. He is broad in his views; realizing the weaknesses of his fellowman, he does not despise or criticize him but also sees and encourages the good that is in him. He has faith in his fellowman. He does not whine or complain because of adversity and hides his disappointments with a smile and keeps his sufferings locked within his own soul where he alone knows about them. He is a man with pride, who carries his head erect and who neither looks up to the rich or down on the poor.

And when his job is finished here he will go with a smile of courage on his face and satisfied feeling in his heart, that whatever he may have accomplished—whether it be great or small in the world's eyes—he has given his all in this game of life.

That is success.

## Law Versus Industry

We, of course, do not condone violation of law, although we are of the opinion that laws are being passed so rapidly that it is nearly impossible for any person or business to really keep up with them so that he can intelligently obey them.

On the other hand, we are also strongly of the opinion that, outside of the bootleggers and high-jackers, all men and businesses are conscientiously trying to act and handle their affairs in a legitimate manner.

Especially do we believe this to be true in the case of the larger industries, which are already over regulated, and consequently we are not in sympathy with petty legal action, which will only retard and hinder at a time when business of all kinds is making a strenuous, honest and sincere effort to get back on its feet and thus relieve unemployment and the many other problems facing us at present.

We believe that our thinking citizens are not in sympathy with continuous meddling on the part of state or government with American business, and that they have the utmost faith and confidence in the integrity of the leaders of our larger industries.

We also know that our antiquated and obsolete corporation laws are a great handicap to the State's industrial development.





**"BY ALL MEANS . . . .  
Patronize Our Local  
Merchants," . . . says**

**A. M. MATSON**

Dallas Divisional Manager

Butler Brothers

"By all means we should patronize our local merchants. It has always been the policy of our business to purchase in Dallas and Texas everything we possibly can, not only in our supplies, but we are constantly seeking sources of supply in merchandise for resale. In a number of instances we have found very profitable connections, and so far as we are concerned, we shall continue to operate under such a policy. I believe firmly that it is the duty of any concern to seek sources of supply, as far as possible, in the community from which they in turn get their business."

*A. M. Matson*

Divisional Manager, Butler Bros.

There are more than 2,500 branches of national concerns in Dallas. The majority of these, feeling a responsibility of supporting the business firms that make up the bulk of their own patronage here, have established policies of buying their office supplies and stationery from Dallas firms.

When a business progresses to the extent that it maintains branches all over the nation it must of necessity utilize sound business methods. Executives have long since discovered that there is no sounder policy than that of patronizing the business houses of a city in which their branch is located.

This business principle has resulted in the office supply and stationery men

classing among their best customers the branch establishments of Dallas.

Practically every office necessity can be bought in Dallas as cheaply—in many cases moreso—than in a distant city, regardless of its size. And there is this to be remembered:—Every dollar spent in Dallas increases the buying power of its citizens another dollar and thus financially contributes to the future success of the branch and local concern.

If, as a branch executive, you have not established this policy of supplying your office needs from Dallas firms, you are urged to make careful investigation of the services offered by the office equipment and stationery firms of Dallas.

**The More You  
Buy in Dallas The  
More Dallas Will  
Buy From You**

# **The DALLAS STATIONERS and OFFICE EQUIPMENT DEALERS**

DALLAS OFFICE SUPPLY CO. CLARKE AND COURTS THE DORSEY COMPANY  
BENNETT PRINTING CO. VANCE K. MILLER ASKEW STORES  
STEWART OFFICE SUPPLY CO.



## Dallas

Official Organ of the Chamber of Commerce

Published Monthly

E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 10 DECEMBER, 1931 No. 12

### DALLAS CHAMBER OF COMMERCE OFFICERS

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OFFICE: Chamber of Commerce Building  
1101 Commerce St., corner Martin. Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY  
ADVERTISING RATES ON APPLICATION

## Highways

During 1931 the Highway Committee of the Dallas Chamber of Commerce has continued the active campaign for the improvement of the highways serving Dallas and leading out into her trade territory that was begun 4 years ago. Mr. T. M. Cullum, after his election to the Dallas City Council in April, was succeeded as Chairman of the Committee by Mr. W. B. Marsh. Much progress has been made and to such extent has the work been prosecuted that today all of Dallas' principal highways are paved, or are under contract for paving, or have financial and other programs arranged sufficient to insure the completion of the major projects during the coming year. A system of first class paved highways, both State and National will soon be available for traffic from Dallas to all parts of Texas and to other states. The following are the principal projects which have been given attention during the past year:

1. The Dallas-Northwest Highway has been paved with concrete or is under contract for paving, from its connection with State Highway No. 1 northeast of White Rock Lake to Rhome, 52 miles, with exception of 5 miles in Wise County. The paving of the entire highway will be finished early in 1932.

2. The completion of the paving of the 10-mile Forney Gap on State Highway 15 (U. S. Highway 80) east of Dallas was celebrated at Forney on September 25th.

3. The paving of the 8-mile Lewisville Gap on State Highway 40 (U. S. Highway 77) was finished October 27th.

4. The grading of the Ferris-Ennis Gap on U. S. Highway 75 in Ellis County has been completed and this section will be paved early in 1932. The concrete paving of this highway from Ennis to Galveston, except a 4-mile section through Corsicana, was opened for traffic on November 5th.

5. The 7-mile Red Oak Gap in Ellis County on State Highway 6 is now being paved and will be completed by the end of the year.

6. The 9-mile Midlothian-Venus Gap in Ellis County on U. S. Highway 67 has been graded and paving is anticipated early in 1932.

7. Free bridges were built during the year by the States of Texas and Oklahoma across Red River on U. S. Highway 75 north of Denison and on U. S. Highway 77 north of Gainesville and were opened for traffic in September.

8. The American Association of State Highway Officials granted a U. S. designation to State Highway 40 from Dallas to Jacksonville to be known as U. S.

Highway 175. This highway connects at Jacksonville with U. S. Highway 271, extending to Beaumont.

Difficulties in the way of widening the Fort Worth Pike have been worked out and it is expected that this improvement will be made in a short time.

• • •

## Road Information

This is the sixth year of the operation of this department, which furnishes highway maps, road information and general touring data to the public without charge, both by telephone and to office callers.

An extensive library of travel literature has been installed for the use of tourists. These booklets cover all resort cities in the Southwest, the Ozarks, Davis Mountains, Gulf Coast, the Hill Country of Texas and commercial and industrial centers of the country.

In May a tourist camp guide was prepared covering Texas, Oklahoma, Arkansas and Louisiana, and used extensively in directing summer travel. This guide is revised from time to time in order to give correct and up-to-date information.

Owing to the unusually large number of calls about ranches in Texas by vacationists this year, we compiled a list of both dude and private ranches which would accept summer visitors, together with complete information about rates, accommodations, etc.

We have found the public especially interested in our route cards, which we keep for distribution, covering 32 different routes out of Dallas to various parts of the United States. This card gives instructions for leaving the city, names of cities along the highway, mileage figures and highway numbers. It is supplemented, when desired, with a special log giving additional data such as hotel lists, restaurants, tourist camps, toll bridges and any other special information asked for which can be supplied.

Many vacationists avail themselves of our offer to plan their entire trips for them; listing points of interest, accommodations, mileage, time required and expenditures.

Telephone calls are evenly distributed throughout the year, averaging about 25 per day, but desk calls are much heavier during the summer months, averaging 250 per week during June, July and August.



Photograph by  
Margaret Bourke-White  
from FORTUNE

# BARRIERS

## *Against the Cold*

Dallas shields itself behind a pipe-barrier, and keeps away the cold. These tubes in the photograph are part of one of the large compressors that boost natural gas across country.

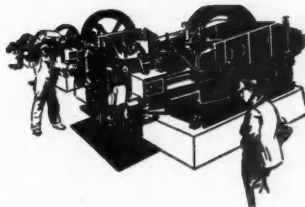
In the SIX-line network that supplies this city with its automatic heat, there are many of these busy compressors . . . outposts of defense against the North wind . . . powerful engines that stand between the cold and 71,000 Dallas doorsteps.

### *15 Cents a Day Luxury*

Dallas has easy and inexpensive winters. This spotless heat is so low in cost that

15 cents' worth a day the year around runs the average household for house heating, cooking, and hot water.

**NOT** another heat can  
touch it, for speed  
and economy



LONE STAR

The Dallas  Gas Company  
GAS SYSTEM



# A \$12,000,000 Industry... for Dallas

By WILL S. HENSON

Vice-President and General Manager, J. M. Colville & Son

**I**MAGINE the great rejoicing that would result throughout business circles if, tomorrow, the Chamber of Commerce should announce that a new \$12,000,000.00 industry had been secured for Dallas. All the newspapers would carry streamer heads on their front pages, leading bankers and captains of industry would give out enthusiastic interviews, brainy editors would write thoughtfully on the subject of "*The Dawn of a New Economic Era in Dallas*", and preachers would proclaim this new forward stride from their pulpits.

Well, Dallas has this industry, apparently new to many Dallas business men, and what are we going to do about it? It is the printing industry, perhaps the largest and most important industry in Dallas, yet many Dallas business men continue to have their printing done in "*the big centers of the North*."

The printing industry is more than a \$12,000,000.00 industry... vastly more than the average \$12,000,000.00 industry... because it is a type of business which runs largely to payroll, which means families to be fed, clothed, housed and given transportation.

The printing industry is a manufacturing enterprise in which the degree of skill required is much greater than perhaps that of any other industry in Dallas. For example: Manufacturing in the United States for the year 1929 amounted to 68 billion dollars. Payrolls for this volume amounted to 11 billion dollars, or about 15 per cent of the total selling price.

The average payroll for all manufacturing is 15%... for the printing industry it is 45%, or three times the average. Moreover, of every dollar spent in Dallas for printing and printed products, about 80 cents stays in Dallas... and the other 20 cents goes for paper and other raw materials produced elsewhere.

The importance of the printing industry in Dallas can be visualized in another way. If the printing industry in Dallas gives employment to 2,000 persons, and the industry employs more than 2,000 persons in Dallas, it means that a very large per cent of those, perhaps 80%, will be heads of families. The

printing industry requires trained workmen of unusual skill, and uses youngsters only for training. These men are paid far above the average and have a much higher standard of living than that enjoyed by the average industrial worker. Printers own homes, send their children to school, support local charities, are good customers of department stores, picture shows, and all places that sell necessities as well as those featuring luxury merchandise. Most printers own automobiles, radios, and have their homes adequately furnished.

This \$12,000,000.00 industry spends in Dallas almost \$10,000,000.00 a year. Thus, when the business man spends his money with Dallas printers he has a very good chance to get a part of it back; he will get a part of it back directly or indirectly. A \$12,000,000.00 industry is a big asset to any community.

The printing industry of Dallas does not depend wholly on Dallas business enterprises for its impressive volume. Dallas is the printing center of the Southwest and orders for printing flow into Dallas from all parts of the Southwest... because the printers of Dallas are equipped to give a superior service to the buyers of printing. Again we see that when Dallas business interests have their printing done in Dallas, they are helping to build Dallas into a more important industrial and commercial center. The industry in Dallas has always kept abreast of, even anticipated, the territory's requirements. The employing printers, the business men who have invested their capital and their talents in building the printing industry in Dallas have ever shown a willingness, an eagerness, to cooperate with the buyers of printing to make it possible and profitable to have all their printing done in Dallas.

The industry today offers the buyer full facilities of the most modern type. Many of the printing plants in Dallas have the most modern equipment extant, capable of producing the best qualities of printing, with the greatest possible economy in production. Serving the industry are paper and other supply houses which

bring to Dallas all that is new in the materials of which printing is made. Our engraving plants have made the necessary investment in time and money to enable them to produce plates equal to the best produced anywhere, from the simple line drawing to the four-color process reproducing all the colors of the spectrum.

The printing industry in Dallas is in every way capable of taking care of the needs of the buyers of printing in this territory.

The printing industry in Dallas makes two very distinct contributions to the size and importance of Dallas as a modern metropolis. First, it is an industry of the first magnitude in its own right by virtue of its size and its contribution to community prosperity and purchasing power; and second, because of the important part it plays in the building of other businesses. In Dallas, as elsewhere, no business can ever amount to much without the use of printing. The art of printing affords the most effective and economical method of disseminating information about merchandise as well as news... and a fact now generally recognized is: You can measure the success of a business by the kind and amount of printing it uses.

...

## Financial

(Continued from page 10)

building from which it is evident the membership is making use of the meeting rooms.

Mimeographed and multigraphed 407,222 letters, forms, cards, notices, etc. Dispatched 318,029 pieces of mail matter and handled 84,176 pieces of incoming mail.

Our PBX Board handled a total of 92,857 inbound and outbound calls.

We made purchases of supplies and equipment from 224 member firms and others, in line with our practice to equally distribute our purchases among our member firms as far as possible—based on their subscriptions to the Chamber.



# READY TO SERVE YOU NOW

## MILLIONS OF DOLLARS WORTH OF EQUIPMENT AND HUNDREDS OF SKILLED BRAINS AND HANDS

Put them to work for you in **STEPPING UP BUSINESS**. If every business in Dallas sent out to actual prospects, just one printed piece **THIS MONTH** there would be an immediate rejuvenation and healthy activity in many places. Additional sales of products and service, busy presses, more work for skilled workmen, a step-up in sales of paper, ink, engravings, drawings and all the allied lines.

### Tell Your Prospects Now with Printers' Ink

Latest available United States Chamber of Commerce Statistics tell us that over \$12,000,000 worth of products are annually turned out of the printing and engraving plants of Dallas. With the Million's of dollars worth of available equipment and the advertising stories that **SHOULD BE TOLD**—this total should be doubled.

Let some of these master craftsmen help you work out a sales plan to make 1932 a bigger **SALES** year.



This series of advertisements is sponsored by the following named firms which operate their plants on the Open Shop Plan

#### MASTER PRINTERS OF DALLAS

Bennett Printing Company  
Boyd Printing Company  
Clarke & Courts  
Egan Printing Company  
Etheridge Printing Company  
Garvin-Bonner Printing Company  
Geyer Printing Company  
Johnston Printing & Adv. Co.

Merchants Ptg. Co., Com'l Printers

Padgett Printing Co., Inc.  
Southwest Printing Company  
Stevenson Printing Company  
Texas Publication House, Inc.  
Tigert Printing Co., Com'l Ptrs.  
Wilkinson Printing Company  
Waller Brothers & Kenyon  
Walraven Brothers, Inc.

**Master Photo Engravers of Dallas**  
Southwestern Engraving Company  
A. Zeese Engraving Company

**Master Electrotypers of Dallas**  
Dallas Electrottype Company  
Sam Ross McElreath

## Transportation

(Continued from page 11)

1931, as compared to 20 for 1930. The entrance of the L. A. & T. and B-R-I into Dallas, the establishment of pick-up and delivery service in connection with all L. C. L. merchandise, and rates, rules and regulations to govern such service by the railroads, legislation to properly regulate motor freight carriers in Texas; and the numerous improvements in transit time on shipments from Dallas to practically all points in the Southwest via railroads, electric lines, U. S. Mail, Parcel Post and air planes and motor trucks, are among the many matters considered by the Committee.

**Hearings:** The Manager and/or Commerce Counsel have attended 36 hearings before the Interstate Commerce Commission, 12 hearings before the Railroad Commission of Texas, and 18 hearings before the Texas Tariff Bureau, in connection with matters of interest to Dallas shippers.

**Transportation Bulletin:** 52 bulletins, showing general traffic and transportation information of interest to Dallas shippers, digests of decisions and orders of the Interstate Commerce Commission and Railroad Commission of Texas, and digests of proposed changes in rates, rules and regulations governing the transportation of various classes and commodities before the Southwestern Freight Bureau, Texas Tariff Bureau and Texas-Louisiana Tariff Bureau, have been mailed out.

**Rate Adjustments:** 164 matters, involving changes in rates, rules or regulations governing the transportation of various commodities, were handled during 1931. A great many of these involved changes affecting commodities into the Southwest which would have been detrimental to Dallas as a distributing center, and we were successful in having practically all of the proposals cancelled. We are now handling, in connection with The Texas Industrial Traffic League, Southwestern Industrial Traffic League and other commercial organizations in the Southwest, in an I. & S. proceeding before the Interstate Commerce Commission the increased ratings on fruits and vegetables in Western Classification Territory. We will vigorously oppose these increases.

**Conferences and Meetings:** The Manager has attended all meetings of the Southwest Shippers Advisory Board, and practically all meetings of The Texas Industrial Traffic League and the Southwestern Industrial Traffic League. In addition to these, he has attended many conferences with railroad representatives, motor freight carriers and motor bus operators.

## Commerce Counsel

The following matters have been handled by the Commerce Counsel or they still have the status of incomplete investigation.

First, L. & A. Application to enter Dallas. This matter was handled as originally predicted on the entry of this line into Dallas over the Cotton Belt Railroad. Commerce Counsel made a trip to Washington for the purpose of appearing before the Commission in connection with this matter. The application as presented with regard to the Cotton Belt was denied and a new application was presented which will be heard in Dallas November 18th. We are participating in this matter on behalf of applicant.

Second, Fourth Section Application, No. 14144, involving the rates on iron and steel from Birmingham and Southeastern points to Houston, Galveston, etc. This application involved an effort on behalf of the Southern Pacific Railroad to make discriminatory rates in favor of Houston. We appeared at the hearings of which there were several, introduced evidence opposing the application, filed an original brief, brief of exceptions to the Examiner's proposed report and argued the case orally before the entire Commission. The matter has not been determined and is still pending before the Commission.

Third, during the year the Consolidated Southwestern Cases were reopened for the purpose of readjusting the class rates so as to harmonize that adjustment with the class rates into Missouri, Kansas and Western Trunk Line territory generally. The Oklahoma and Arkansas interests endeavored in this case to obtain a lower adjustment of rates than would be applicable to Northeastern Texas. This proceeding involved several hearings, at Oklahoma City, Dallas, Galveston and San Antonio. We attended all of these hearings, introduced evidence with regard to the situation into Dallas, briefed the case and it is now pending before the Interstate Commerce Commission.

Fourth, handled rates on scrap iron and scrap steel before the Railroad Commission of Texas and obtained a readjustment of rates on that commodity for the benefit of scrap iron and scrap material concentrators at Dallas.

Fifth, participated in the Abilene and Southern application, Finance Docket 7747 for and on behalf of applicant Texas and Pacific Railroad. The extent of this participation was to assist them in obtaining a reopening of this case.

Sixth, participated in the Texas & Pacific Northern application, Finance Docket 8448, which application involved the construction of 365 miles of railroad from

Big Spring, Texas, into the Panhandle Plains section of Texas. We participated in the hearing which was held at Lubbock, introduced evidence, briefed the case and filed briefs of exceptions and expect to participate in the oral argument which has not yet been assigned before the entire Commission.

Seventh, prepared the traffic and economic report with regard to the investigation of the Trinity River in the name of the Dallas Chamber of Commerce.

Eighth, handled the case involving the rates on canned goods from Pacific Coast points to the Southwestern states of Texas, Oklahoma, Arkansas and Louisiana.

Ninth, handled several matters for the Oak Cliff Paper Mills involving the rates on their commodities from Texas into the Southwestern territory.

Tenth, handled case on iron and steel transit for the Dallas fabricators. This matter has been successfully concluded.

Eleventh, handled case before the Railroad Commission of Texas involving the rates on empty carriers' return.

During the course of the year opinions with regard to the rights of Dallas shippers in connection with transportation matters have been handled and disposed of to the satisfaction of such shippers. These opinions involved not only freight rate matters but loss and damage claims and also involve the establishment of a new adjustment of rates for the benefit of Dallas industries.

■ ■ ■

## Wholesale

(Continued from page 11)

and one that is a successful trade promoter. The publicity attached to these shows and the official market seasons have developed a great volume for this Market.

The Manager conducted style shows for the Lubbock Chamber of Commerce at Lubbock during the Market Weeks of March and October.

This Department has been definitely tied in with the Trade Extension Division program, thereby cashing in on the good-will that the Director of this Division has created. Every visit made by the Director in the many cities where Merchants Institutes have been held are contacted by correspondence. Where special individual service has been rendered, these cases are followed. The Department has assisted the Director in the issuance of special reports, including special reports on: (1) Credits and Collections; (2) Reclamation of Accounts; (3) Calendar of Merchandising and Advertising; (4) Merchants Short Course. The activities of the Director have been reported direct to the Wholesalers and the result has been that from the cities

visited, Dallas has enjoyed more business.

The finances of the Wholesale Department have not been decreased but have shown a slight increase, thus showing wholesaler confidence in the value of its activities.

At the present time a comprehensive cooperative program between the Dallas Retailers and Wholesalers is being launched. This promised to be a very constructive activity. Already work has been laid for the correction of unprofitable practice in the ready-to-wear lines.

Details are being worked out now to promote a Merchants Institute Course in Dallas during the first week of 1932.

During 1931 the volume of business done by the Dallas Wholesalers has decreased, but from all reports the year of 1932 promises to be one of more volume and more net profit.

The president of the wholesalers, F. H. Kidd, together with the other officers and directors and the various committeemen have given much time, effort and money to the promotion of the Dallas market.

### Information

Complete, accurate information quickly furnished about Dallas and its business firms is the aim of the Information Department. During the year emphasis has been placed on the development of information files by means of which questions can be answered quickly. An effort has been made to list every Dallas firm with a full detail of the type of services it renders, together with the special brands of merchandise handled.

There are frequent requests for sources from which trade marked merchandise can be obtained and by means of the special classification of trade names and trade marks it is possible to furnish this information without delay.

The information department handles more than a hundred telephone inquiries daily and an average of 25 letters are answered each day in which Dallas firms are referred business opportunities.

The information files seek to have complete information about all Dallas firms irrespective of their membership in the Chamber.

All Dallas business men are invited to utilize this service.

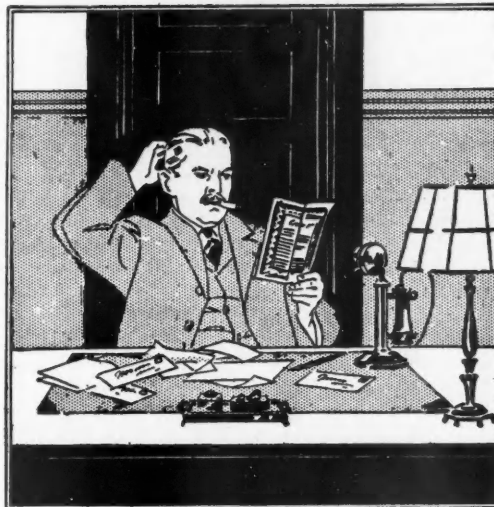
### TIT FOR TAT

"You haven't mended those socks."

"No, you didn't buy that coat you promised me."

"No, and I don't intend to."

"Well, if you don't give a wrap, I don't give a darn."



## Possibly You Need a Printing Specialist

In spite of a superabundance of "Printing Salesmen", Printing is a difficult commodity to buy. Each order must be custom-made to fit the needs and specifications of your individual requirements. You probably buy Printing very much like you buy life insurance—on faith and the reputation of the seller.

In view of these facts, isn't the printer very apt to be something of a nuisance until he quits giving you "sales conversation" and gets around on your side of the desk and uses his technical training and his experience to help you plan the production of your Printing so that it may be effective and economical?

We do not pretend to know more about merchandising Mr. Jones' merchandise than Mr. Jones knows. We are not equipped to make market analyses nor to forecast buying trends. But when the time comes to use Printing to reproduce in quantity a message that has a predetermined object to accomplish, we believe that we can offer to the buyer of Printing a technical assistance that will secure for him the fullest value for his money and a Printed Piece that looks like it cost more than it did.



THE HOUSE  
OF COMPLETE  
PRINTING  
SERVICE

## Texas Publication House, Inc.

PHONE 7-1174

McKINNEY AT FAIRMOUNT : : : : DALLAS, TEXAS



## Industrial Reports

(Continued from page 8)

(candies), Sales branch, 2004 McKinney Avenue.

Bayou State Refining Corporation, Shreveport, La., sales and distributing branch 3609 Main St., J. Roy Knox, Manager.

Bekins Van & Storage Company, 3200 Main St., affiliated with Bekins Van & Storage Company, operating in several cities on Pacific Coast, Robert Q. Bekins, president of Dallas company.

Best Foods, Inc., New York, N. Y., named Pure Food Distributors, Inc., 1917 North Houston Street as distributors for Southwest.

Bitting & Company, St. Louis, Mo., re-opened office First National Bank Bldg.

Blizzard & BesTone Sales Company, Omaha, Neb., cooling and ventilating equipment, south theater equipment, Blizzard Sales Company, 2009 Jackson St., distributors, J. O. Ford, Manager.

Blue Moon Cheese Products Company, Minneapolis, Minn., named Taylor Distributing Company, 219 North Lancaster, distributors.

M. C. D. Borden & Sons, Inc., New York, N. Y. (cotton goods), sales office, Mercantile Bldg., C. W. Conarroe, Manager.

Brandimist, Inc., Atlanta, Ga. (beverages), named Cliff Kinnett, Mayfair Hotel, zone manager for Southwest.

Bridgeport Brass Company, Bridgeport, Conn., established sales office 311 Santa Fe Bldg., W. C. Hummelbaugh, District Manager.

Burke, Kuipers, Mahoney & Payne, Inc., New York, N. Y., publishers representatives, established office 715 Southwestern Life Bldg., A. W. Howe, Manager.

Business Men's Assurance Company, Kansas City, Mo., established Texas office Thomas Bldg., A. W. Hogue, Manager.

Carthage Marble Company, Carthage, Mo., office Construction Bldg., J. M. Carney, sales representative.

Chase-Harris-Forbes & Co., New York, N. Y. (investment affiliate Chase National Bank), office 2103 Magnolia Bldg., Otto U. Wymer, Representative.

Chicago Hardware Foundry Company, Chicago, Ill. (hotel supplies), sales office, 509 Santa Fe Bldg., M. B. Lavender, Agent.

Chickasaw Thread Company, Shelby, N. C., sales office and warehouse, 3032 Commerce St., Jack T. Yates, Manager.

Cincinnati Ball Crank Company, Cincinnati, O., sales representation through J. S. Connell Company and warehouse stocks at 2403 South Ervay St.

Charles P. Cochrane Company, Philadelphia, Pa., with sales office in Santa Fe Bldg., increased facilities by establishing warehouse stocks.

Colorado Fuel & Iron Company, Denver, Colo., sales representative, 1325 Englewood St.

Colorado Life Company, Denver, Colo., office 518 Republic Bank Bldg.

Columbia Alkali Corporation, New York, N. Y., sales office 2nd Unit, Santa Fe Bldg., K. C. Frazier, Southwestern Manager.

Columbian Iron Works, Chattanooga, Tenn., sales office 1513 Santa Fe Bldg.

George W. Condon Company, Omaha, Neb. (general contractors), office 719 First National Bank Bldg., John C. Park, Manager.

Consolidated Indemnity & Insurance Company, New York, N. Y., office 1101 Kirby Bldg.

Corporation Trust Company, Jersey City, N. J., office 1404 Republic Bank Bldg.

Cox Fence Company, Oklahoma City, Okla., office and warehouse 2140 Cedar Springs.

Dayton Rubber Manufacturing Company, Dayton, Ohio, 2nd Unit, Santa Fe Bldg.

Defiance Spark Plugs, Inc., Toledo, Ohio, A. M. Dever, 706 Winston St., Texas Representative.

Dodge Textile Company, Inc., Providence, R. I., arranged for sales representation through Clancey Sales Organization, company carries stock in Dallas.

Eastman Kodak Company, Rochester, N. Y., established Southwestern branch at 1504 Young St., under name Eastman Kodak Stores, Inc., C. E. Boyd, General Manager.

Eastman Manufacturing Company, Manitowoc, Wis., sales office and warehouse, 2020 North Lamar St., under the name of Eastman Products Company, C. B. Hasford, Manager.

Estate Stove Company, Hamilton, O., established warehouse stocks here, E. C. Stoll, 716 East 8th St., Texas Representative.

Federal Pure Food Company, Chicago, Ill., office 819 Wilson Bldg., J. C. Diamond, Representative.

Fidelity Life Association, Fulton, Ill., office 832 Wilson Bldg., Walter Mills, Agent.

Ford, Bacon & Davis, Inc., New York, N. Y., office First National Bank Bldg., William Von Phul, Jr., Southwestern Manager.

Friedman-Shelby Shoe Co., St. Louis, Mo., sales office and sample room 205 S. Poydras St., L. C. Walker, Manager.

Friendly Five Shoe Company, Nashville, Tenn., retail store, 1516 Main St., L. R. Raney, Manager.

G. & G. Atlas Systems, Inc., New York, N. Y., pneumatic tube apparatus, office Mercantile Bldg., Jack Ruane, Manager.

The Gates Company, Denver, Colo., office and warehouse 703 McKinney Ave.

General Electric Company, Incandescent Lamp Department, Cleveland, Ohio, Southwestern sales and distributing branch 1917 North Houston St., W. J. Worsley, District Manager.

Globe Slicing Machine Company, Inc., New York, N. Y., Jack Langston, 2006 Commerce St., Representative.

H. & H. Manufacturing Company, New York, N. Y., 510 Wholesale Merchants Bldg., Isadore Steinberg, Representative.

Hartford Accident & Indemnity Company, Hartford, Conn., special risk and district engineering department, Magnolia Bldg., Charles A. Miller, District Engineer.

H. Hentz & Company, New York, N. Y. (cotton); Cotton Exchange Bldg.

Herb Juice Corporation, Chicago, Ill., office 514 Construction Bldg.

Hexcel Radiator Company, Milwaukee, Wis., established warehouse stocks with The Carroll Company, 1323 Wall St.

Louis D. Houllis, Cincinnati, O., manufacturers of bakers ovens, arranged with F. K. Russell Machine Company, 325 North Walton St., to manufacture ovens for the Southwest.

Independence Indemnity Company, Philadelphia, Pa., transferred W. Altmanberger of the engineering department from New Orleans to Dallas.

International Mechanics Union, Washington, D. C., office 219 Mercantile Bldg.

Iron Fireman Manufacturing Company, Portland, Oregon, sales representative in Wilson Bldg.

Jamestown Metal Desk Company, Inc., Jamestown, N. Y., sales representative in Construction Bldg.

Jefferson Island Salt Company, Louisville, Ky., warehouse stocks at 2114 Griffin St.

Jeffery-DeWitt Insulator Company, Kenova, W. Va., office Allen Bldg., Geo.



S. Carpenter, Manager; also placed warehouse stocks in Dallas.

Kleenex Company, Chicago, Ill., office 521 Republic Bank Bldg.

Kotex Company, Chicago, Ill., office 521 Republic Bank Bldg., G. E. Darden, Division Manager.

Libbey Glass Manufacturing Company, Toledo, Ohio, sales office 404 Magnolia Bldg., H. J. Forst, District Manager.

Libby, McNeill & Libby, Chicago, Ill., moved Southwestern sales office and warehouse from Fort Worth to 2900 Gaston Ave., H. H. Schwark, Southwestern Division Manager.

Life Insurance Company of Virginia, Richmond, Va., office 1016 Allen Bldg., Loyd A. Key, Branch Manager.

Lightning Calculator Company, Grand Rapids, Mich., sales representation by Calculator Sales Company, 1613 Bryan Street.

The Lilley Company, Columbus, Ohio, sales office and store, 1207 Commerce St., George W. Bickham, Manager.

Louisville Textiles, Inc., Louisville, Ky., C. O. Bunch, representative, 411 North Ervay St.

Loyalty Group of Insurance Companies, New York, N. Y., established Southwestern Division headquarters in Fidelity Union Bldg.

Bruce McDonald Company, Kansas City, Mo., bakers ovens, sales office and warehouse stocks, 1915 Main St.

Magnolia Airco Gas Products Co., Houston, Texas, warehouse 1209 Ross Avenue.

Marvel Table Pad Company, Los Angeles, Calif., office 710 Wilson Bldg.

G. H. Mead Company, Dayton, Ohio, paper, R. W. Wortham, Jr., Agent, 301 Republic Bank Bldg.

Mercantile-Commerce Company, St. Louis, Mo., Charles D. Pearce, Jr., Representative, 509 Republic Bank Bldg.

Metropolitan Refining Company, Long Island City, N. Y., water treatment, office 201 Allen Bldg.

Montgomery Elevator Company, Moline, Ill., sales representation through Montgomery Southern Elevator Co., 713 South Ervay St.

Morse Chain Company, Ithaca, N. Y., sales representation through George J. Fix Company, 2507 Commerce St.

Thomas Moulding Floor Company, Chicago, Ill., 309 Construction Bldg., J. Lamar Jones, District Manager; also Thomas Moulding Acoustical Engineering Company.

Multistamp Company, Inc., Norfolk,

# INTERNATIONAL TRUCKS

INTERNATIONAL HARVESTER COMPANY

OF AMERICA

405 SECOND AVE.

(INCORPORATED)

DALLAS

## THE PRESENT MARKET OFFERS ATTRACTIVE OPPORTUNITIES IN WELL SELECTED New York Listed Stocks

We suggest Diversified Purchases of such stocks as:

Aircraft  
Automobile  
Steel & Iron  
Farm Products  
Public Utilities  
Motion Pictures  
Electr. Equipment  
Telephone & Telegr.  
Radio & Phonograph



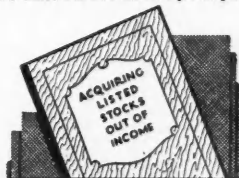
Railroad  
Natural Gas  
Refrigeration  
Food Products  
Tobacco Products  
Chemicals (Indust)  
Mining & Smelting  
Household Products  
Oil Producing & Ref.

## TAKE ADVANTAGE OF OUR Convenient Purchase Plan Pay Only Small Amount Down

TWO YEARS TIME TO PAY BALANCE

Control five times the stock the same money would buy outright  
with five times the income and profit possibilities

This Booklet  
Sent Free  
Upon Request  
Mail  
Coupon



This Booklet  
Explains Our  
Convenient  
Purchase  
Plan

AUTHENTIC REPORTS ON LISTED STOCKS  
upon request, without charge or obligation

MAIL THIS COUPON

Southern Texas

HOUSTON  
Suite 412  
Esperson Bldg.  
Preston 6277



Northern Texas

DALLAS  
Suite 1530  
Allen Bldg.  
Phone: 7-8148

Executive Offices—Kansas City, Missouri—Waltower Building

Please send me booklet describing your Convenient Purchase Plan, also reports on the following stocks:

Name \_\_\_\_\_ Phone \_\_\_\_\_  
Street \_\_\_\_\_ City \_\_\_\_\_

BUY NOW

**The Pivotal Point**  
of the  
DALLAS WHOLESALE MARKET



**WHOLESALE MERCHANTS  
BUILDING**

912 COMMERCE STREET  
Space available in units  
of 250 to 3000 square feet

The home of scores of wholesalers  
and manufacturers  
2-4511

for advertising in Dal-  
las' outstanding busi-  
ness publication.  
'phone 2-5425

J. L. BURGESS      L. E. ELLIOTT  
M. N. CHRESTMAN      O. D. BRUNDIDGE  
O. A. FOUNTAIN      H. A. BATEMAN  
W. H. WHITE

**BURGESS, BURGESS,  
CHRESTMAN & BRUNDIDGE**  
Attorneys

1106-1112 Southwestern Life Bldg.  
General Civil Practice

Specialties  
Corporations, Insurance, Machinery and  
Real Estate Practice.

**S. Koenigsberg, Inc.**

Tailors and Importers  
SUPER VALUES

Our New Price Range  
SUITS AND OVERCOATS  
**\$100.00 to \$125.00**

Maintaining  
Our High Standard  
1306½ MAIN STREET

Va., Multistamp Sales & Service Com-  
pany, 216 North Edgefield.

L. Mundet & Son, Inc., Brooklyn,  
N. Y., office Wilson Bldg., W. R. Ro-  
chow, Manager.

National Carbon Company, Inc., New  
York, N. Y., established Southwestern  
headquarters office at 2626 Commerce St.,  
with affiliated companies; L. K. Lowe,  
formerly of Kansas City, Division Man-  
ager.

National Carbonic Machinery Com-  
pany, Chicago, Ill., sales representation  
through Tidmarsh Engineering Company,  
1405 Young St.

National Screen Service, New York,  
N. Y. (motion picture previews), South-  
western headquarters 302 South Harwood  
St., Wallace Walthall, Manager.

Nelson Electric Supply Company,  
Tulsa, Okla., Texas office and branch,  
3601 Main St.

Nunnally Company, Atlanta, Ga.,  
warehouse 1917 North Houston St.

Oakland Motor Car Company, Ponti-  
ac, Mich., regional parts depot and ware-  
house, 4108 Commerce St.

Oregon-Washington Plywood Com-  
pany, Portland, Oregon, office Santa Fe  
Bldg.

Oxylair Cosmetic Company, Los An-  
geles, Calif., office 204 Tower Petroleum  
Bldg.

Pabst Corporation, Milwaukee, Wis.,  
appointed Pure Food Distributors, Inc.,  
703 McKinney Ave., North Texas distri-  
butors, J. L. Lemen, Division Manager,  
for Pabst Corporation.

Patterson Steel Company, Tulsa, Okla.,  
office Santa Fe Bldg.

Plastergon Wall Board Company, Buf-  
falo, N. Y., Southwestern warehouse  
stocks 1917 North Houston St.

Postal Telegraph-Cable Company,  
New York, N. Y., made Dallas South-  
western division headquarters, with Ald-  
rich Durant, Vice President, in charge of  
this division.

Pre Cote Corporation of America, In-  
dianapolis, Ind., Pre Cote Sales Com-  
pany, 504 Republic Bank Bldg.

Roadway Express, Inc., Akron, Ohio,  
established division office 900 South Peak  
Street.

Robbins Publishing Company, Inc.,  
New York, N. Y., office 1003 Allen  
Bldg., Harvey R. Cook, Southwestern  
Manager.

Ross Federal Service, Inc., Chicago,  
Ill., office 502 Allen Bldg.

Samuel Rothstein Clothing Company,  
Inc., New York, N. Y., sales office Gas-  
ton Bldg., J. B. Galbraith, Manager.

Ruberoid Company, New York, N. Y.,

appointed R. B. Hall & Company, Mag-  
nolia Bldg. Southwestern sales represen-  
tatives.

Rumford Chemical Works, Rumford,  
R. I., division office 2509 Commerce St.,  
M. J. Landis, Division Manager.

Safeway Stores Company, Oakland,  
Calif., operating Piggly-Wiggly Stores in  
the Southwest, separated Texas, Oklaho-  
ma and Arkansas from the Kansas City  
division and made Dallas division head-  
quarters for those States, with F. O.  
Burns, formerly of Los Angeles, as divi-  
sion manager and president of the Texas  
company.

Sani-Products Company, Chicago, Ill.,  
office 509 Santa Fe Bldg., M. B. Laven-  
der, Agent.

Shelmore Oyster Products Company,  
Charleston, S. C., established warehouse  
stocks here to serve Southwest.

Skinner Irrigation Company, Troy O.,  
office 511 Burt Bldg., Wilson S. Mickey,  
Manager.

William A. Smith Construction Com-  
pany, Houston, north Texas office Thom-  
as Bldg., A. G. Ainsworth, District Man-  
ager.

Spicer & Company, Glendale, Calif.,  
office Allen Bldg., E. A. MacDonald  
Manager.

Spool Cotton Company, New York,  
N. Y., sent R. L. Williams to Dallas as  
District Manager.

Standard Paper Manufacturing Com-  
pany, Richmond, Va., established ware-  
house stocks, H. S. Heaton, P. O. Box  
1914, District Manager.

Standard Surety & Casualty Company,  
New York, N. Y., office Kirby Bldg.,  
Stanley Maynard, Manager.

Lawrence M. Stein Company, Chicago,  
Ill., office Wholesale Merchants Bldg.,  
W. J. Rieper, Texas Representative.

Swastika Fuel Company, Raton, New  
Mexico, office Allen Bldg., Gilbert F.  
Hill, Manager.

Thompson-Hayward Chemical Com-  
pany, Kansas City, Mo., office and ware-  
house, 705 Ross Avenue, Roy Ribelin,  
Manager.

Toledo Steel Products Company, Tole-  
do, Ohio, representation through E. F.  
Ware, 601 Slaughter Bldg.

Triangle Poster & Printing Company,  
Philadelphia, Pa., office 2029 Jackson St.

Truslow & Fulle, Inc., Brooklyn, N. Y.,  
transferred C. M. Miller, 5303 East Side  
Ave., from Georgia territory to Dallas as  
Southwestern sales representative.

Ulen & Company, New York, N. Y.,  
established office Republic Bank Bldg.,  
under name Ulen Securities Company.



## Insurance

Insurance is a problem—fortunately, however, it is a problem that can be solved. Each particular building is different from all others in its insurance needs. We have had many years' experience in studying insurance as it applies to real estate. Let us consult with you on this important feature of your real estate investment.



REALTORS

109 Field Street Phone 7-8536

## Henry Nuss BOOKBINDER

PAPER RULER and STAMPER

## Blank Books

Loose Leafs and Binders  
made to order

**7-5561**

416 S. ERVAY

FRED L. LAKE & CO., INC.

## Rubber Stamps



—STENCILS  
—SEALS  
—METAL  
CHECKS

1015 Elm St.  
DALLAS

Underwriters Laboratories, Inc., Chicago, Ill., office Burt Bldg., A. J. Bommer, Superintendent.

United Mutual Life Insurance Company, Indianapolis, Ind., office 2013 Republic Bank Bldg.

United States Department of Commerce, Aeronautics Branch, made Dallas one of four district headquarters, with offices at Love Field.

U. S. Electrical Manufacturing Company, Los Angeles, Calif., office 1313 Santa Fe Bldg., Horace S. Walling, Southern District Manager.

United States Immigration Service, Washington, D. C., moved offices from Fort Worth to Dallas Federal Bldg., F.M. Newton, Inspector in Charge.

Universal Gypsum & Lime Company, Chicago, Ill., regional office Kirby Bldg., Frank Barton, Sales Manager.

Utilities Supply Company, Houston, Texas, equipment for power companies, office and warehouse 2216 Griffin St.

Utility Securities Company, Chicago, Ill., George K. Meriwether, Representative, 1613 Republic Bank Bldg.

Vortex Cup Company, Chicago, Ill., named Pollock Paper & Box Company, of Dallas, distributors for this territory.

Waterman Brick & Tile Company, Waskom, Texas, office and warehouse 5422 Mockingbird Lane.

Wander Company, Chicago, Ill., established warehouse stocks here.

A. Weiskittel & Son Company, Baltimore, Md., made Dallas distributing point for the Southwest and established warehouse stocks here.

Western Binding Manufacturing Company, Kansas City, Mo., office 503 Wholesale Merchants Bldg., Miss Beatrice McGee, Representative.

Williamson Welding Works, Los Angeles, Calif., shops and service station, 2402 Main St.

John Wood Manufacturing Company, Conshohocken, Pa., F. L. Foote, 1313 Santa Fe Bldg., sales representative, warehouse at 947 South Lamar St.

## Oil Development

The Industrial Department and Industrial Dallas, Inc., are fostering the development of Dallas as an oil center through a systematic campaign of direct contact with oil companies and supply companies and by advertising in the oil journals. Dallas made tremendous progress during the year, gaining a great many new companies in this field, outstanding being the Oil Well Supply Company, which will move its general executive headquarters from Pittsburgh to Dallas on February 1, 1932.

Oil and supply companies are bringing

# 13 REASONS

There are thirteen reasons why you should use art work or illustrations in your Advertising—and there are hundreds of things to illustrate or design, and more hundreds of ways to use them.

Trade Marks, Letterheads, Booklets, Folders, Broadsides, Newspaper and Magazine Illustrations, Layouts, Signatures and Hand Lettering.

Call me when you need anything in  
**ART for ADVERTISING.**

## HUGH CARGO

1816 Allen Building  
Dallas, Texas



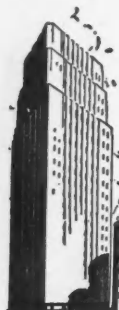
## There is a more friendly

way to correspond.  
One that carries  
your personality.  
Long distance tele-  
phoning has  
never been so  
fast, so cheap,  
so satisfactory.



# Tower Petroleum Building

"An Address of Distinction"



In location, design and impressiveness . . . in modernity of appointments, this new building is outstanding.

Full automatic elevators speeding 800 feet per minute; telephone service available for occupants without a secretary; two fireproof garages less than 60 feet distant.

## PRICE SCHEDULE

Typical single suites (reception room and large private office), \$52.50 to \$57.50 per month.

Typical double suites (large reception room and two large private offices), \$90.00 to \$112.50 per month.

For Information, Call

**McNENY & McNENY**

Owners—Operators  
TELEPHONE 2-2441

A Complete Banking, Trust and Investment Service

**The  
Republic National Bank  
and Trust Co.**

**Dallas, Texas**

Customers are harder  
to regain than retain.  
**ADVERTISE.**

## SCHOOLAR, BIRD & McCULLOCH

C. H. Schoolar, C. P. A., President  
George H. Bird, Sec'y & Treas.

Established in the Southwest  
Twenty-three Years

**AUDITS - - - SYSTEMS  
TAX SERVICE**

Santa Fe Building Dallas, Texas

many new residents of the highest type of citizenship to Dallas, and it is expected that further developments in 1932 will make Dallas the unchallenged oil capital of the country.

Following are some of the principal oil companies and supply companies locating in Dallas during 1931:

American Petroleum Company, Cleveland, Ohio, office 1906 Tower Petroleum Bldg., E. C. Felt, District Manager.

W. S. Bibb, Macon, Ga., pipe line contractor, office 720 Republic Bank Bldg.

Buccaneer Oil Company, 1618 Allen Bldg., C. S. Summer, President.

Burford Oil Company, Tower Petroleum Bldg., Freeman W. Burford, President, moved offices from Tulsa, Shreveport and Pecos and consolidated them into one general executive office here. Affiliated companies: East Texas Refining Company, Central Crude Oil Purchasing Company, Rusk County Pipe Line Company, Central Refining Company.

The Philip Carey Company, Lockland, Ohio, made Dallas Southwestern headquarters for Oil Industries Department, transferring R. T. MacEachern from Tulsa to Dallas as Division Manager. Offices 417 Magnolia Bldg.

Central Crude Oil Purchasing Company, Tower Petroleum Bldg., affiliated with Burford Oil Company.

Central Refining Company, Tower Petroleum Bldg., affiliated with East Texas Refining Company.

Columbia Oil & Gas Company, Dallas Bank & Trust Bldg., W. L. Todd, Pres.

Communities Gas Service Corporation, Republic Bank Bldg., C. W. Hobson, Chairman of the Board, C. O. Moore, President.

Dumas Petroleum Company, Southwestern Life Bldg., Vern Dumas, formerly operating in California, President.

East Texas Production Company, Dallas Bank & Trust Bldg., W. J. Dobbs, President.

East Texas Refining Company, Tower Petroleum Bldg., Freeman W. Burford, President.

Eslick & Remy, 1518 Allen Bldg., oil operators and drilling contractors.

Everts Drilling Company, 1109 Cotton Exchange Bldg.

Everts Oil Corporation, 1113 Cotton Exchange Bldg.

Frank R. Foster, Inc., Tower Petroleum Bldg., Frank R. Foster, President.

Foster & Jeffries, Tower Petroleum Bldg., independent operators.

Alvin Gardner, Tower Petroleum Bldg., independent operator and also president Texas Baseball League. Offices moved here from Wichita Falls.

Golding-Murchison Oil Company, 907 First National Bank Bldg., moved here from Wichita Falls.

Gould Pumps, Inc., Seneca Falls, N. Y., office 1309 Magnolia Bldg., Fred H. Hayes, District Manager.

Halliburton Oil Well Cementing Company, Duncan, Okla., office 1901 Magnolia Bldg.

Hamilton Petroleum Company, Wichita Falls, Texas, office 2024 Republic Bank Bldg., W. B. Hamilton, President.

Captain A. Innes-Taylor, Athletic Club Bldg., independent operator, associated with Harold Byrd.

Lone Star Gasoline Company, Lone Star Gas Bldg., acquired Texas properties of Chestnut & Smith Corporation, Tulsa, Okla., and moved part of the personnel of that organization to Dallas.

Arthur G. McGee & Company, Cleveland, Ohio, engineers and contractors for petroleum industry, established offices in Athletic Club Bldg., under name Petroleum Engineering, Inc.

James D. McMahon, Inc., 901 Tower Petroleum Bldg., and affiliated company Ocean Oil & Transport Company.

Marion Machine, Foundry & Supply Company, Marion, Ind., transferred Robert E. Throckmorton from Oklahoma to Dallas, address 115 North Beckley Ave.

Naylor Pipe Company, Chicago, Ill., sales office 305 Magnolia Bldg., J. K. Wilson, Texas and Louisiana Representative.

Oil Well Supply Company, Pittsburgh, Pa., leased building 2001 North Lamar St., for occupancy February 1st, and will move general offices from Pittsburgh and branch offices at Tulsa and Fort Worth and consolidate them here. Dallas facilities will also include display rooms and warehouse.

George L. Pace, formerly of Wichita Falls, offices 522 Republic Bank Bldg., independent operator.

Parkersburg Rig & Teel Company, Parkersburg, W. Va., consolidated Fort Worth and Shreveport offices at 1608 Tower Petroleum Bldg., Paul L. Brooks, District Manager.

Pelton Petroleum Company, 1424 Allen Bldg.

Petroleum Engineering, Inc., Cleveland, Ohio, engineers, associated with Arthur G. McGee & Company, offices Athletic Club Bldg.

Petroleum Engineering Service, Inc., Tower Petroleum Bldg., Emil Geppelt, Jr., President.

Pilot Oil Company, Fidelity Union Bldg., East Texas producing company of Cranfill & Germany.

J. F. Pritchard & Company, Kansas

City, Mo., engineers, Athletic Club Bldg.

Royal Petroleum Corporation, Tower Petroleum Bldg., organized by Willis R. Dearing, Roy E. Dearing and Cade Johnson.

Spang-Chalfant & Company, Inc., Pittsburgh, Pa., A. S. Weaver, Southwestern District Manager, 3607 Cornell Street.

Standard Supply Company, Magnolia Bldg., oil field supplies, moved here from Wichita Falls. Paul F. Rutledge, Vice President.

Superior Oil Company of California, State headquarters Tower Petroleum Bldg., C. A. Dore, State Manager, Home Office, Los Angeles.

Texas Company, moved Oklahoma City offices to Dallas and consolidated with local offices.

Tretolite Company, St. Louis, Mo., offices Tower Petroleum Bldg., F. H. Penn, Vice President.

Trinity Drilling Company, Tower Petroleum Bldg., W. L. Todd, President and General Manager.

Tube-Turns, Inc., Louisville, Kentucky, named Walter J. Allen, 2710 Live Oak St., sales representative, company carries stocks here.

Tyler Pipe Line Company, 703 Browder Street, affiliated with Murchison interests.

Union Oil Company of Texas, 1703 First National Bank Bldg., incorporated by B. J. Shaw, C. W. Murchison and O. A. Griffey.

Union Steam Pump Company, Battle Creek, Mich., Paul R. Winston, Representative, 607 Glasgow Drive.

Utilities Fuel Supply Company, 305 First National Bank Bldg., C. W. Murchison, President.

#### *National Advertising*

Industrial Dallas, Inc., continued its national advertising campaign in 1931, with full-page schedules appearing at regular intervals in the following publications:

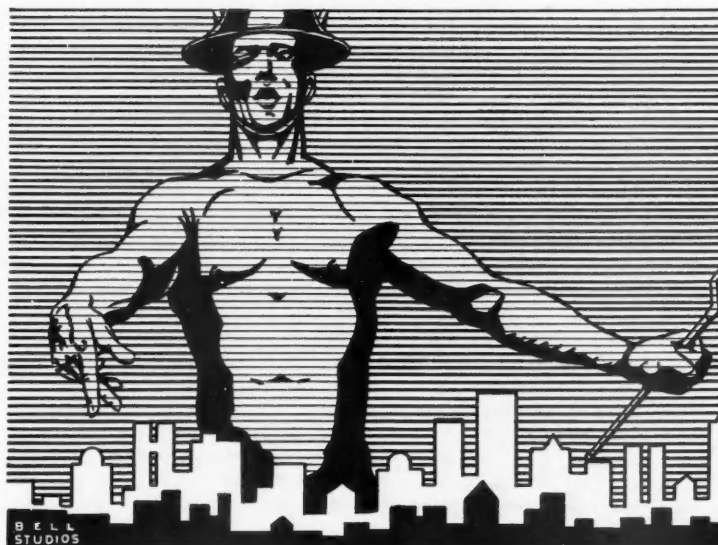
*Business Week, Nation's Business, Fortune, Sales Management, Traffic World, New York Times, Chicago Tribune, Oil Weekly, Oil and Gas Journal.*

Advertisements that have thus far appeared have produced 1,389 inquiries, of which 989 were from interested executives and 400 were miscellaneous, i. e., from individuals and concerns not definitely interested in placing plants or branches in Dallas.

The present schedule runs through March of 1932, with at least half of the advertisements yet to run, most of them

## 50,000 Families Waiting for You

Dallas and the Southwest is ready to go Christmas shopping. Every family is anxious to make out a list. They want you to send them a description of the things you have to sell. They want illustrations and prices. Your chance is here.



The Southwest's marvelous Mercury, Direct-Mail, can distribute your direct-advertising to every family in this section. His commanding voice can be made clear and strong, encouraging in sales talk by the personal touch of his nature. Roy Cowan, Marvin Malone and E. Poston Hamilton are busy designing Christmas folders and booklets. Direct-Mail is their business. Your message placed in their competent hands will produce you a mailing piece for the Christmas Trade that will bring you the business, the enterprising merchant always gets when he decides to go after the best prospects, individually.



## Southwest Printing Company

COWAN — VAN HUSS — MALONE

*"More Than Printers"*

Telephone 2-9224

CONVENIENTLY LOCATED AT 917 CAMP STREET, DALLAS

# Buyers' Index

## Accountants

### Barrow, Wade, Guthrie & Co.

(Established 1883)

ACCOUNTANTS AND AUDITORS

Offices in the principal cities of the  
United States, Canada and Europe

DALLAS, TEXAS      HOUSTON, TEXAS  
711 Santa Fe Bldg.      1421 Esperson Bldg.  
Telephone 7-6259      Tel. Capital 6515

## Awnings

### Best Known Known as the Best

Largest and Oldest Awning  
Company in Dallas

DALLAS  
TENT & AWNING CO.  
3401 Commerce      7-2119



## Blue Prints

### JNO. J. JOHNSON



## Blue Prints

2-8084

2-8084



107 Construction

Industries Bldg.

## Bookbinders

A Better Dressed Catalogue  
or Sales Manual Will Increase Sales  
ASK



American Beauty  
Cover Company  
TO ASSIST YOU

Covermakers — Bookbinders  
1902-8 Orange      7-5179      DALLAS

## Business Colleges

### FOR FORTY-FOUR YEARS

We have been supplying the business men of Dallas with competent Bookkeepers and Stenographers. Phone us to send you a good one.

Metropolitan Business College  
Phone 2-3534      Dallas, Texas

## Collections

### ZUBER & ZUBER

Wholesale Collections  
408 SANTA FE BLDG.  
Established 1918

C. B. ZUBER

F. M. ZUBER

## Engravers

### Mason Engraving Co. DALLAS

STEEL AND COPPER  
PLATE ENGRAVERS  
AND EMBOSERS  
TO THE TRADE ONLY



to appear in December, January and February.

The Industrial Department is now working on a new market analysis of the Southwest, based on the 1930 Census of Distribution and the 1930 Population Census, which will be published by Industrial Dallas, Inc., and distributed to all executives that have shown an interest in the Southwest and in its possibilities for factories, warehouses and sales offices. This analysis will be the most complete and comprehensive yet published, and will contain a great deal of official information that shows conclusively that Dallas is the best point in the Southwest at which to establish sales, manufacturing and distributing facilities to serve Texas and adjacent States.

The Industrial Department now has a prospect list containing nearly 10,000 names, of concerns that already have facilities in Dallas and are considered excellent prospects for the enlargement of those facilities, and of concerns that have shown, by inquiry, that they are interested in the possibility of establishing facilities here. Executives of these concerns are kept in touch with Dallas and the Southwest, by correspondence, by personal conference when the occasion presents itself, and by mailing literature at regular intervals to the entire list. An orderly, systematic campaign is conducted to bring these concerns to Dallas with appropriate facilities for serving this market.

A more detailed report of the fourth year of national advertising will be compiled and published at the end of the fiscal year, May 1, 1932.

## Trade Extension

The Trade Extension supervised and operated by the Chamber and supported by Industrial Dallas, Inc., is carrying on its program of personal contact with and service to retailers throughout the Southwest. On August 1st Henry W. Stanley was appointed director of this division, to carry on the work started under the direction of Alfonso Johnson, who resigned.

Mr. Stanley has conducted merchants institutes in East Texas, West Texas, Arkansas and Louisiana. These institutes have been well attended by merchants and business men of the communities visited.

Besides the lectures given in the institutes, store conferences were held in scores of stores. Twelve blue prints of model stores have been prepared for merchants asking for this service.

There has been a very noticeable change in the attitude of merchants in Arkansas and Louisiana toward Dallas as a wholesale market. For years this section has been buying from Eastern markets, but as they are informed of the completeness and excellence of the Dallas market,

# Buyers' Index

## Exterminators

### HOUSTON EXTERMINATING COMPANY

HARRIS SYSTEM

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much of their business is being secured by wholesalers and manufacturers here.

The Trade Extension Division maintains close contact with the Wholesale Merchants Association and with Dallas manufacturers. Every visit of the trade extension director to a community is followed up by the association and by individual houses, so that the greatest possible good may be secured from this extension work.

#### Agriculture and Livestock

Working in Dallas County and seven other counties nearest, the Agriculture and Livestock Bureau has been instrumental in placing 10,201 head of livestock on 225 farms. The greatest number have been put on Dallas County farms, with Ellis, Kaufman and Denton following in order named. Four hundred fifty men have asked for loans and the farms of about 425 inspected; 237 farms were approved, 180 found ineligible and the remainder are now on the deferred or pending list; \$86,815.28 was paid out for livestock.

About August first the interest in this movement decidedly increased and more than two-fifths of our loans have been made since that time. The cumulative effect of what livestock we have bought, the hundreds of discussions we have had with farmers both in the office and in the country, the information we have endeavored to disseminate upon every occasion, in our belief that our purpose and plan should be known to men in all walks of life and every profession, is manifesting itself more and more; and the recent legislation restricting cotton acreage next spring has brought a great number of inquiries. The manager has lost no opportunity to interest these men through talks before Rotary, Lions and Farm Clubs, groups in vocational agriculture schools, wholesale and implement dealers conventions, chambers of commerce, and in Dallas the Agriculture Club and Technical Club. He has been invited to Fort Worth, El Paso, Georgetown and Waco, points outside our territory, and to Atlanta, Montgomery, Pensacola and other cities of the South; where he could accept, he has had enthusiastic hearings. Waco, Greenville and Fort Worth, in his belief, are sufficiently interested to follow Dallas' lead eventually.

No less important to the farmer than the actual buying of cattle or sheep or hogs for him has been, we believe, our opportunity to advise with him. We have driven or trudged by foot over many a farm conferring with the farmer how to allot his crops to his land, to use waste land—poor washed hills—by turning into permanent pasture, to run his fences to take best advantage of seasonal grazing, to build self-feeders, the correct rations for feeding, and in the marketing. This

#### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED

BY THE ACT OF CONGRESS OF AUGUST 24, 1912

of "DALLAS", published monthly at Dallas, Texas, for October 1, 1931.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Earl Y. Bateman, who, having been duly sworn according to law, deposes and says that he is the business manager of the magazine "DALLAS" and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

NAME OF—  
Publisher, Dallas Chamber of Commerce,  
Editor, E. C. Wallis,  
Business Manager, Earl Y. Bateman,

POSTOFFICE ADDRESS:  
Dallas, Texas  
Dallas, Texas  
Dallas, Texas

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

OWNERS: Dallas Chamber of Commerce, Dallas, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none so state). NONE.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholder and security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is: (This information is required from daily publications only.)

EARL Y. BATEMAN, Business Manager.

(Signature of editor, publisher, business manager, or owner.)

Sworn to and subscribed before me this 28th day of September, 1931.

(SEAL)

M. E. POWERS, Notary Public.

(My commission expires June, 1933.)

## Budget Payment Loans



You are cordially invited to visit the Morris Plan Bank in its new home at Commerce and Murphy Streets, to be occupied about December 15th.

THE HIGH STANDARDS of fair dealing that have accompanied the growth of the MORRIS PLAN BANK have laid a lasting foundation of popular confidence and good-will. Employers may—and do—recommend the MORRIS PLAN BANK to employees who may find it necessary to borrow.

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office has become an exchange through which our patrons may sell to one another their livestock as surpluses accrue or other occasion warrants.

We are working closely with the chambers of commerce of Mabank and Kemp in Kaufman County and are about to effect livestock shipping associations there to take advantage of carlot rates on finished animals. We are about to furnish feeder calves for Kaufman County Club boys. Calves were bought for 13 members of the Boys Club in Denton County, fattened on their fathers' farms and sold at the Fat Stock Show at a sufficient profit to interest the fathers of five of them to procure cattle through this Bureau. Arrangements are being made to furnish feeder lambs for the Future Farmers of Garland, young men of high school age on whose farm homes is the feed to finish them. Cooperating with the Dallas Junior Chamber of Commerce and the county agent, 22 calves and a number of sheep were furnished for Dallas County boys, the Junior Chamber furnishing the money for their purchase.

As a guest of the T. P. Railway, the manager went into the Big Bend and Southwest Texas section this summer scouting for livestock, and as one result has just this week purchased 1132 head of sheep for our patrons at a saving of from 50 to 65 cents a head over the Fort Worth market price, with the advantage also of securing sheep from the range and free of the hazard of infections picked up on the stockyards.

For the immediate future we will be engaged in buying feeder livestock to use the abundant stores of feed raised in this section the past season, our objective being to fill every feed lot possible within our territory.

...

## Retailers

(Continued from page 10)

who are members of the Chamber of Commerce, was held February 3 with Dean C. S. Potts of the School of Law of Southern Methodist University as the chief speaker.

During the year the report of the Federal Census of Distribution was made, showing the retail business of Dallas for the year 1929 to be \$181,234,364, giving this city high rank among the retail distribution centers of the Nation, and exceeding many cities of much larger population. The report showed 3,475 retail stores, with 17,594 full-time employees and a yearly payroll of \$22,971,117.

## Aviation

(Continued from page 10)

The annual payroll of aviation in Dallas has been increased during this year to well over a million dollars.

The Aviation Committee of the Chamber of Commerce has been working with the Department of Commerce and the Postmaster General's office in Washington to get the airway lighted between Dallas and Nashville. These departments have agreed to do this lighting and have their engineers working now surveying for the location for lights. After this is lighted—about July 1st, 1932—a contract for night mail will be awarded. This will give Dallas wonderful service from New York. Mail leaving New York at 3:30 p. m. will arrive in Dallas at 7:30 a. m. the following day. The Lighting Division of the Department of Commerce is now installing lights on the Dallas to Los Angeles Division and the Dallas to Atlanta Division. It is expected that by July 1st, 1932, the American Airways, Inc., will start night service on both these divisions.

The Weather Bureau and the Teletype Division of the Department of Commerce have moved their Southwestern headquarters to Dallas and are now located at Love Field. This department will have not less than twenty-nine govern-

## After... Ten Years

WITH this issue of "Dallas" Volume 10 is brought to a close. For ten years the magazine has recorded monthly the activities of the Dallas Chamber of Commerce and the growth of the city. It was established in 1922 and has never "missed" an issue. Advertising space has been sold to members desiring it in order that the financial burden, necessarily high in a publication of this kind, might not be borne by the general fund of the Chamber of Commerce. The publication is on a strictly self-supporting basis. The editor and business manager desire at this time to express appreciation to those members who have assisted in the compilation of the data for each successive issue, who have furnished signed articles of a timely nature, and who have utilized the advantages of its advertising columns.

# Buyers' Index

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ment men located in an administration building in Dallas.

The Aviation Committee secured a mail contract for American Airways from Dallas to Fort Worth on the Dallas to Amarillo run. The original contract called for carrying mail only from Fort Worth to Amarillo. The new contract makes Dallas the Eastern terminus of the Amarillo line.

We have forty-four scheduled transport planes operating out of Love Field daily. The average monthly passenger business is 6363. The average number of visiting planes—private and commercial—is 3530 monthly. The following transport lines operate out of Love Field: American Airways, Inc., Bowen Air Lines, Inc., and United Air Lines, Inc.

Quite a number of improvements have been made at Hensley Field during this year. A few of these improvements are: a concrete floor in the hangar; the approach to the hangar has been graded, graveled and treated with oil; a new driveway has been built from the clubhouse to the hangar and from the hangar, by the administration building, back to the clubhouse; a radio building has been completed and \$10,000 radio equipment installed; a \$10,000 administration building is practically completed; a flood lighting system will be installed in the very near future. The average of visiting army ships at Hensley Field is about four hundred per month.

Hensley Field has had an exceptionally good season with its Reserve Officers Training School this year.

## Conventions

(Continued from page 11)

tions are usually leaders in their respective lines and they often have a deciding voice when a new factory or branch office is to be opened.

Working under the slogan: "A Friendly City in a Friendly State", the Convention Department of the Chamber of Commerce is striving hard at all times to bring more conventions to Dallas and to see that the gatherings held here are most successful and pleasant. Any suggestions as to conventions that may be secured and any assistance that can be given will be greatly appreciated.

As this is written the location of many conventions that have been invited to Dallas is still in the hands of executive committees for decision. Among important meetings so far announced for Dallas in 1932 are: National Association of State Insurance Commissioners, National Story Tellers League, National Petroleum Industry Electrical Association, Southern

# Excellent Office Location



Tenants in other than the cotton business accepted and welcomed.



Comfortable, well arranged, well ventilated and well lighted offices may be obtained at reasonable rates.



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## Publicity

The Publicity Department early in the year began a consistent campaign to place the advantages of Dallas before the entire nation through the use of every kind of periodical wherever the material was acceptable.

Following this policy a wide variety of information was disseminated, ranging from briefest news items to lengthy feature stories. For instance a news item of interest to the electrical industry originating in Dallas would be sent in mimeographed form to all the major publications catering to that industry.

The increasing number of large conventions being held in Dallas gave the department an opportunity to have published in trade publications many feature stories prepared in the department designated to increase attendance at the conventions. These stories were, of course, highly complimentary in their nature and were well illustrated with pictures furnished by the department. The American Bottlers of Carbonated Beverages was an outstanding example of publicity secured through conventions. A careful check shows that nine important publications, including one Mexican, one Canadian and one English, carried a total, over a period of eight months, 316 pages of publicity on Dallas. On the average \$200 per page price the total space devoted to Dallas can thus be roughly estimated at \$62,000. No record, of course, could be kept on the amount of space used in smaller publications and newspapers.

The department continued to work with local newspapers in presenting news of the Chamber of Commerce to the public, in furnishing constructive and optimistic news items, assisting news reporters in assembling industrial, commercial and financial news for their publications. All news items from departments passed through the Publicity Department in order that a definite public relations policy could be established and

maintained.

The department assisted in the publication of a new tourists map and folder for general distribution and published other general pamphlets, booklets and general information leaflets during the year as needed by the information department and wherever worth-while distribution could be secured.

In several cases members were assisted with their advertising and publicity problems by the department.

The manager of the department acted as editor of the official publication "DALLAS", endeavoring through that medium to keep a close contact between the Chamber of Commerce officers, directors and staff and the membership as a whole. Activities of the Chamber, news items of interest to members, and commercial and industrial articles of general interest and statistical information on the growth of the city made up the bulk of the editorial matter.

The manager of the department attended a large number of various kinds of community meetings in the Dallas trade territory such as chamber of commerce meetings, good roads gatherings, community fairs, and accompanied several short good will tours.

He also acted as secretary to the highway committee and the athletic committee. In several emergencies the department assisted with routine matters from other departments.

• • •

## New Film Company

The RKO-Pathe Distributing Corporation and the RKO Distributing Corporation were recently consolidated, with offices at 320 South Harwood Street and W. E. Callaway Southwest Division Manager. The Kansas City, Memphis, New Orleans, Oklahoma City and St. Louis offices are now under the supervision of the Dallas division headquarters.

• • •

## CAN'T SAY YET

"To what do you attribute your great age?" asked the city visitor of Grandpa Josh Gibbons.

"Well, I can't say now," replied Grandpa. "Several of them testimonial fellars is a-dickerin' with me."

• • •

## HERE AT LAST

Servant Girl: "Madam, master lies unconscious in the hall, with a piece of paper in his hand and a large box alongside."

Mme. X (joyously): "Oh, my new hat has arrived."

from our Dallas factory . . .

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7-5691

# The Per Capita Fire Waste In Dallas Is \$6.63

A recent report discloses that the per capita fire waste of London was only 75c as compared with \$4.07 for the United States last year. Per capita losses of other foreign cities are: 15c for Stuttgart, Germany; \$1.06 for Manchester, England; 19c for Bordeaux, France; 28c for Osaka, Japan; and 28c for Venice, Italy.

The fire waste of the United States is known to exceed that of any other nation. Why this should be the case is the subject of much speculation. The charge has been made that we are more wasteful than other nations and, consequently, more careless. Most of us will agree that there is some basis of truth in the charge. Then too, the laws of other countries, particularly the European nations, are such as to place a much greater responsibility upon the individual. In France the person responsible for a preventable fire is punishable by law. He is also held accountable to those who may suffer as a result of his carelessness. The further fact that the Paris, France, Fire Department is a branch of the standing army may have some effect upon fire waste.

In this country the situation is in no way comparable. Certain powers are delegated to state of-

ficials which, for the greater part, are concerned with public safety. Fire prevention ordinances and building codes, which have a very helpful effect, are law in most communities. But generally speaking, there is no such thing as personal liability legislation. There does, however, seem to be a trend in that direction. The crystallization of public sentiment in this country has demanded and procured such legislation in a few communities. There has also been some evidence of a growing demand that those guilty of criminal carelessness in the protection of fire hazards be compelled by state or local officials to safeguard those hazards in the interest of public safety.

There is little doubt but that the individual responsibility required by foreign laws and sentiment is a leading factor in the lower fire losses prevalent abroad.

## Champions of Fire Prevention

SECURITIES SERVICE CORPORATION  
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We illustrate the Directors Room of the Dallas Power and Light Company---"appointments by Dorsey".

Built to last---the furniture in this room was bought to supply the needs of the Board of Directors, of this progressive company, for many years to come.

Far-sighted executives recognize

the importance of getting the most from their dollars by making purchases that will stand the test of time.

Twenty years from today---the offices that are designed and furnished by Dorsey engineers will still be rendering a real service.

It will pay you to consider this important fact before buying furniture for your offices.

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